



Coast Guard HR Flag Voice 75

RECRUIT ADVERTISING AND OTHER ITEMS OF INTEREST

The Coast Guard Recruiting Command's continuing search for new recruit advertising venues has led to a program of Non-Commercial Sustaining Announcement Agreements (NCSAs) to get out the recruiting message in calendar year 2000. Beginning in January, new recruiting advertisements may appear regularly on TV or radio stations in your area. I'd like to explain a little bit about this program.

Our budget for paid media placements is limited and we must seek ways to leverage the dollars we have. NCSAs are a low-cost method of assuring that Coast Guard Public Service Announcements (PSAs) receive regular TV or radio air play in reasonable time slots. NCSAs are a unique type of media administered by State Broadcasting Associations (SBA). They are made available to government agencies (federal, state and local) and non-profit organizations who lack the resources for direct purchase television and radio media campaigns, but whose need for audience reach and frequency cannot be met entirely through public service airtime. This program is available to those organizations who have not purchased television and radio broadcast or spot media. We have negotiated contracts with twenty-eight individual broadcast associations throughout the country who agreed to sponsor Coast Guard advertisements in their state NCSA venues. These contracts range from a relatively low cost in a state like Maine for a full year of radio coverage, to additional costs in Georgia for annual radio and television coverage, to the most expensive in California for semi-annual television coverage. The agreement is different with each state. They may vary in media type (TV, radio, or both), cost, schedule, and return on investment. In states where we were not able to negotiate contracts (usually due to Coast Guard budget constraints or media inventory not available), we will send our television and radio commercials directly to stations asking for public service support and furnish additional copies to our recruiting offices. With this venture we will launch a "heroic" advertising campaign with :60, :30, and :10 second television commercials in English and Spanish and :60 and :30 second radio commercials in rock, country, alternative, urban, and Spanish formats. Area, District and MLC Commanders, and Area and District Public Affairs Offices will receive copies of these announcements for their information and further use.

In effect, the State Broadcasting Associations encourage their member and non-member radio and television stations to donate time. By developing a good relationship with the SBAs and fostering good working relationships with local stations, we may be able to positively influence their future support to the Coast Guard. Since participation in this program is voluntary by local radio and television stations, we encourage Coast Guard Recruiters, Public Affairs Specialists, and unit commanders serving in these

states to thank those stations who play our commercials. We will be working with our Public Affairs Specialist and Recruiters to implement a cooperative strategy.

This program was modeled on an Army National Guard program in place for the past several years. Though the ARNG's investment is quite a bit larger than ours, they have never missed making their recruiting mission since beginning this advertising venture in FY 1996.

New subjects:

One of recruiting's greatest challenges today is identifying candidates who desire to serve as officers in the Coast Guard. Visiting colleges and universities; participating in fraternal and sororal activities; and participating in officer interview boards are an integral part of the recruiting officers process, especially direct commission officer candidates. The Coast Guard officer recently out of college or the Academy often makes a very credible service representative to a student or recent graduate. In these days of challenging recruiting we need help to spread the word and talk up Coast Guard careers.

There are a few things I would like to ask of you:

-- Encourage officers on your staffs to call on their alma maters, or a college or university offering their discipline in the area of their duty station; make time available for them to do this; encourage their participation on officer interview boards.

-- Units in the Southeast, Puerto Rico and selected other locations can further assist by adopting College Student Pre-Commissioning Initiative students (CSPI - formerly MORE). These college students are enlisted in the Coast Guard Reserve and assist recruiting at various events throughout the year; they are also officer trainees who typically attend recruit training the summer prior to their junior year, participate in a Coast Guard orientation program the summer prior to their senior year, and attend OCS upon graduation. These officer trainees need additional exposure to the Coast Guard during the academic year, and mentors to help guide their transition to service as Coast Guard officers. If you have a CSPI school near your unit, offer to mentor some CSPI students. Coordination with local recruiting offices is recommended. I will be providing cognizant district commanders the listing.

Other initiatives that may interest you are the *Everyone is a Recruiter* program, which remains in effect. 265 members were awarded Letters of Commendation last fiscal year, and 8 members earned Achievement Medals. Referrals from this program yielded nearly 300 accessions in FY-99. Nearly 5000 copies of the *Everyone is a Recruiter* guide have been distributed, and more are in printing and will be available soon. The guide is also posted on the web in the G-W home page, with links to Recruiting's site.

Last week we held the Recruiter and Recruiting Offices of the Year Awards in Washington. During their

visit, our Recruiters had an opportunity to meet with the Commandant for an hour long question and answer session. The Recruiters pointed out to the Commandant how successful they considered the *Everyone is a Recruiter* program, and especially wanted to ensure that there was some way they could individually recognize the units who host prospective recruits. Our recruiters feel that's one of the very best recruiting incentives -- an opportunity to see our Coast Guard people in action. We will be developing a means to recognize exceptional performance in this very important effort. The Commandant and I sincerely appreciate the effort put forth by those of you who have taken on this challenge. It is important and does make a difference -- thanks!

We are ahead of last year's accession numbers at this point in the year, but behind our annual mission load plan. Please remind members that referrals are vigorously pursued. I remain optimistic that recent investments in recruiting are beginning to bear fruit, and that the workforce will be largely restored by the end of this fiscal year.

Regards, FL Ames



[Flag Voice Contents](#)

This page is maintained by [HR Webmaster \(CG-1A\)](#)